

TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	0	0.00%	9.9%	0
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	526	4.61%	7.5%	62
GenXurban (L5)	1,365	11.95%	11.4%	105
Cozy Country Living (L6)	8,052	70.52%	12.0%	589
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	0	0.00%	10.9%	0
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	1,475	12.92%	6.1%	210
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

2.5

Home Value to Income Ratio

\$143,440

Median Home Value

42.8

Median Age



\$58,391

11,418

Households

Median HH Income

8% No HS Diploma



Education

31% Some College 18%

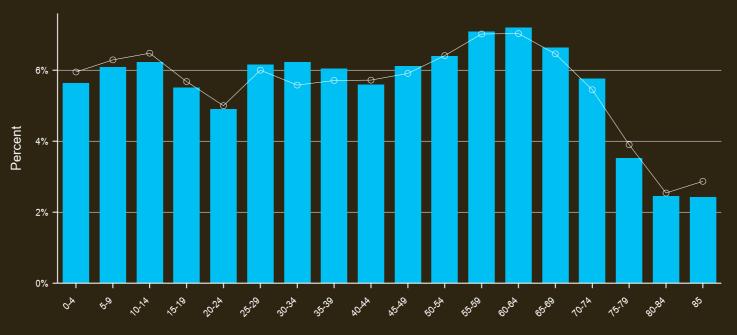
43%

HS Graduate

Degree or Higher

Dots show comparison to Darke County

Age Profile



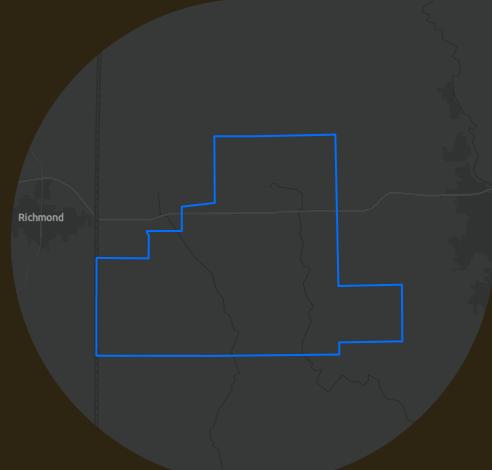
Households By Income

The largest group: \$50,000 - \$74,999 (19.7%)

The smallest group: \$200,000+ (1.8%)

Value	Difference		
8.7%	+1.0%		
9.5%	+0.3%		
9.1%	-1.0%		
14.2%	-1.0%		
19.7%	-0.8%		
17.0%	+0.1%		
14.0%	0		
6.0%	+1.7%		
1.8%	-0.4%		
	8.7% 9.5% 9.1% 14.2% 19.7% 17.0% 14.0%	8.7% +1.0% 9.5% +0.3% 9.1% -1.0% 14.2% -1.0% 19.7% -0.8% 17.0% +0.1% 14.0% 0 6.0% +1.7%	8.7% +1.0% 9.5% +0.3% 9.1% -1.0% 14.2% -1.0% 19.7% -0.8% 17.0% +0.1% 14.0% 0 6.0% +1.7%

Parish Boundaries: Visitation (Eaton)



Tapestry Segments

6B	Salt of the Earth 4,050 households	35.5% of Households
6F	Heartland Communities 2,831 households	24.8% of Households
12:	Traditional Living 1,475 households	12.9% of Households





